



...

KNOW YOUR DATES!

"USE BY"

informs you about

FOOD SAFETY



USE BY: 4 Oct 2016



Mind the date!

Food can be **eaten up UP UNTIL THE END of this date** but not after, even if it looks and smells fine

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"BEST BEFORE"

informs you about

FOOD QUALITY

BEST BEFORE: 4 Oct 2016



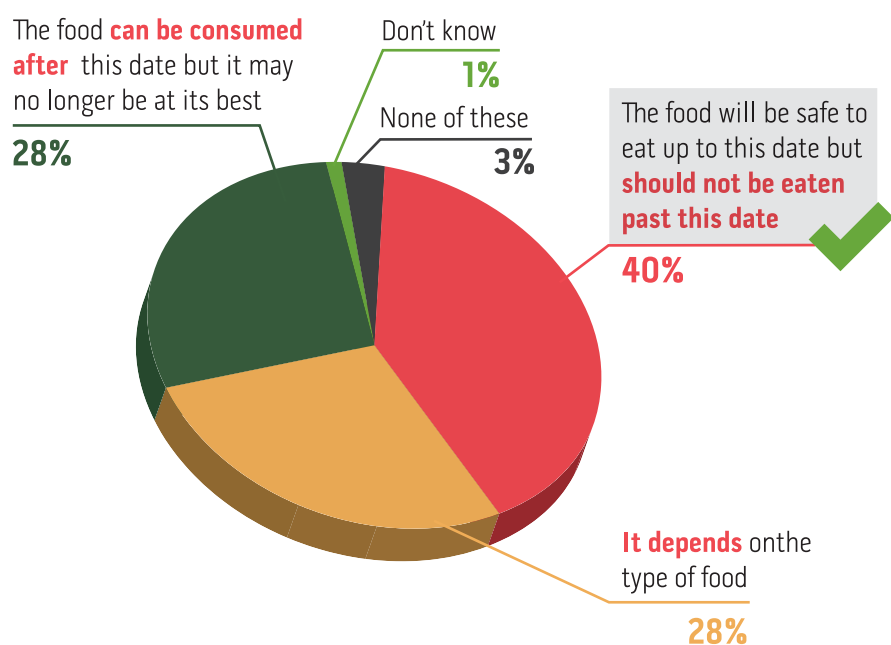
Judge for yourself!

Food can be **eaten AFTER this date** but it may no longer be at its best quality

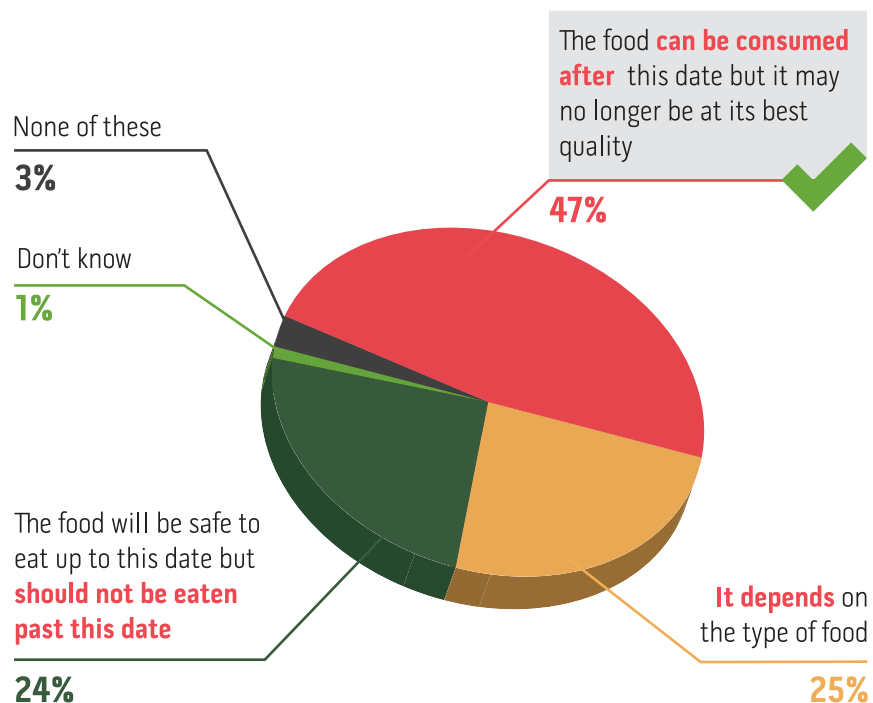


BUT... WHAT DO CONSUMERS THINK?

Europeans think that "use by" means:



Europeans think that "best before" means:





At household level, it is estimated that up to **1/3** of food waste is linked to **DATE LABELLING** on food products

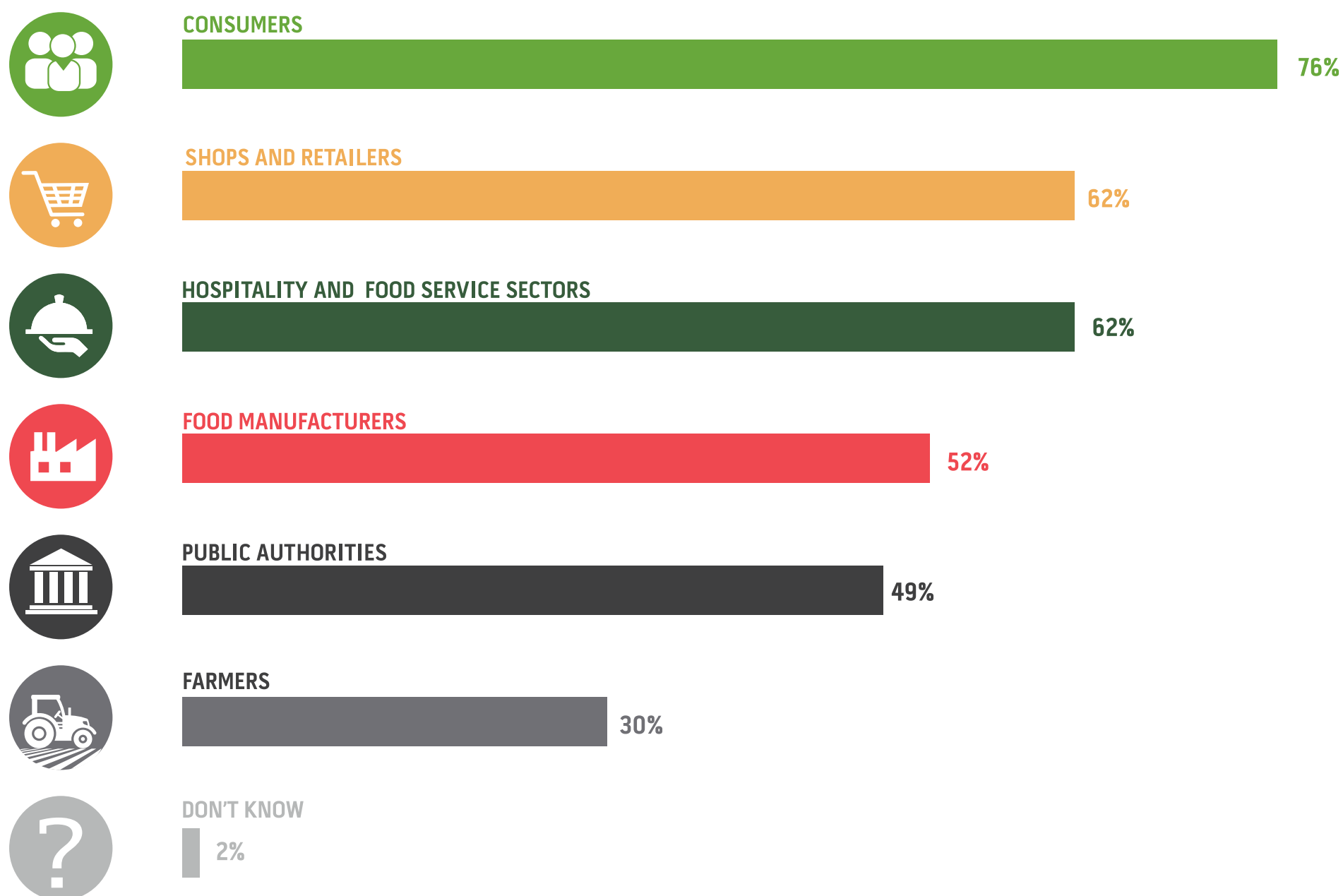
CONSUMERS RECOGNISE THEIR ROLE IN PREVENTING FOOD WASTE

In Europe about



of food are wasted annually

According to EU citizens, which of the following actors have a role to play in preventing food waste?



49% of Europeans think that **better & clearer information** on the meaning of “best before” and “use by” dates would help them **waste less food** at home

